

Reputation Rules: Strategies for Building Your Company's Most valuable Asset

Daniel Diermeier

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Daniel Diermeier : Reputation Rules: Strategies for Building Your Company's Most valuable Asset
before purchasing it in order to gage whether or not it would be worth my time, and all praised Reputation Rules: Strategies for Building Your Company's Most valuable Asset:

1 of 1 people found the following review helpful. Make your business more successful - and yourself !By Hans-Juergen WilkeEasy truth, what you sell is not what you sell. You sell a concept, a perception, a set of ideas. You sell

the concept of what is YOU ... your business, your product, your service. Why struggle and push, what can flow easily if the world can see and feel what you are standing for. Daniel Diermeier comes directly to the point and teaches what is law of nature: water flows down hill. Why continue fighting? Great book for business and private life. For me a 28 out of 28. Enjoy it!

1 of 1 people found the following review helpful. Practical Applications of Maintaining and Earning Trust. By William Moreau. While the case studies do typically come from large corporations the message is readily adaptable to small companies or the individual. Professor Diermeier is a leading authority on reputation management, and this work captures the important components of building and maintaining trust. The key components of trust are identified as well as clear examples of why these factors are important. Each chapter has a concise summarized list of the authors key points for the specific topic. For example "Most reputational challenges do not occur because of some external event, but rather are the consequences of an earlier business decision." This clearly stated concept not only applies to business, it can be easily extrapolated into personal level decision making resulting in reputational challenges. This reviewer found the book to be insightful and entertaining.

0 of 0 people found the following review helpful. You could probably find a review online that summarizes the necessary content and saves you lots of time.

By Michael. Super repetitive book. Lots of wasted pages. Just read the summaries at the end of every chapter.

Leverage your company's most important asset—reputation! It's open season on the corporate world. With so many companies being caught and taken to task for faulty products, outrageous executive spending, and simply bad behavior, reputation is now one of a company's most important assets—which is why your reputation management should be added to your overall strategy. In *Reputation Rules*, Kellogg School of Management professor Dr. Daniel Diermeier explains how to use reputation as a key strategic element. Real-life business scenarios from Mercedes, BP, Toyota and others prove the need for reputation-management tools; Diermeier illustrates how they can be used to establish a culture that enables any organization to face any corporate mishap. Based on more than ten years of primary research, lecturing, and consulting in the area of reputation management, *Reputation Rules* provides the tools you need in a business world forever changed by headline debacles, corruption, and greed in corporate America.